

## SKAG17 (SQA Unit Code - F7EX 04)

### Give clients a positive impression of yourself and your organisation



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#### Overview

Excellent client service is provided by people who are good with people. Your behaviour affects the impression that clients form of the service they are receiving.

This unit is all about communicating with clients and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

All of us enjoy the experience of good service if we feel that the person serving us really wants to create the right impression, respond to us and give us good information. Every detail of your behaviour when dealing with a client counts.

The main outcomes of this unit are:

1. establish effective rapport with clients
2. respond appropriately to clients
3. communicate information to clients

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### Performance criteria

*You must be able to:*

- P1 **establish effective rapport with clients by**
- P1.1. meeting your salon's standards of appearance and behaviour
  - P1.2. greeting your client respectfully and in a friendly manner
  - P1.3. communicating with your client in a way that makes them feel valued and respected
  - P1.4. identifying and confirming your client's expectations
  - P1.5. treating your client courteously and helpfully at all times
  - P1.6. keeping your client informed and reassured
  - P1.7. adapting your behaviour to respond effectively to different client behaviour
- P2 **respond appropriately to clients by**
- P2.1. responding promptly to a client seeking assistance
  - P2.2. selecting the most appropriate way of communicating with your client
  - P2.3. checking with your client that you have fully understood their expectations
  - P2.4. responding promptly and positively to your clients' questions and comments
  - P2.5. allowing your client time to consider your response and give further explanation when appropriate
- P3 **communicate information to clients by**
- P3.1. quickly locating information that will help your client
  - P3.2. giving your client the information they need about the services or products offered by your salon
  - P3.3. recognising information that your client might find complicated and checking whether they fully understand
  - P3.4. explaining clearly to your clients any reasons why their needs or expectations cannot be met

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### Knowledge and understanding

*You need to know and understand:*

#### **Salon requirements**

- K1 your salon's standards for appearance and behaviour
- K2 your salon's guidelines for how to recognise what your client wants and respond appropriately
- K3 your salon's rules and procedures regarding the methods of communication you use
- K4 your salon's standards for timeliness in responding to client questions and requests for information

*You need to know and understand:*

#### **Communication**

- K5 how to recognise when a client is angry or confused

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### **Additional information**

**Links to other  
NOS**

This unit is imported from Institute of Customer Service

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